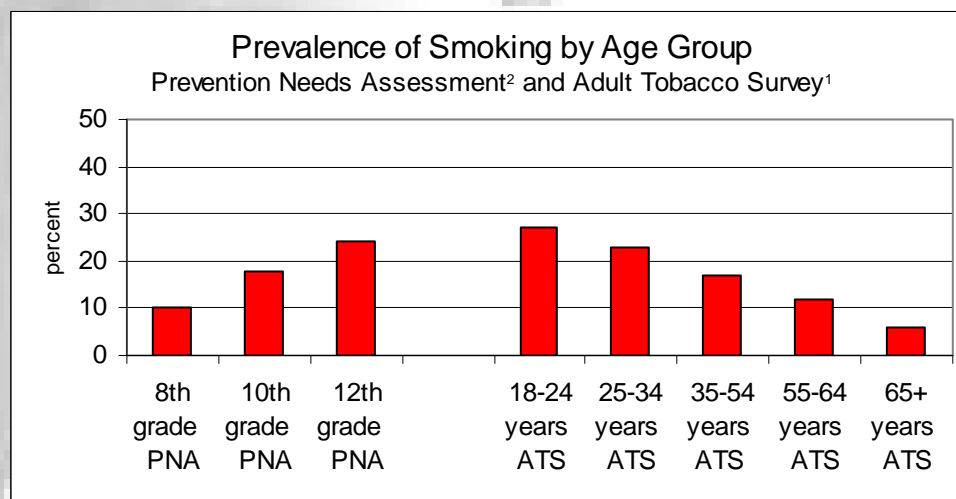


# Tobacco Surveillance Report

January, 2008

## The Dangerous Age for Smoking

Although the overall smoking rate among Montana adults was 17% in 2006, 27% of Montana young adults between the ages of 18 and 24 and 23% of those between 25 and 34 smoked.<sup>1</sup> Smoking rates for teens are nearly as high. Only 10% of 8th graders reported smoking, but 18% of 10th graders and 24% of 12th graders smoked in 2006.<sup>2</sup> The high prevalence of smoking among women between 18 and 34 is especially troubling because 85% of babies in Montana are born to mothers in this age group.<sup>3</sup> In addition, smoking among young adults increases the risk that babies and children will be exposed to second-hand smoke at home and in vehicles.



Tobacco is addictive and quitting is hard, even for highly motivated individuals like pregnant women or people with health problems related to tobacco use. Most smokers make several attempts before they quit successfully.<sup>4</sup> The estimated cost of helping a smoker quit is high although the cost/benefit ratio is approximately 1:3 -- for every dollar spent on successful cessation, three dollars are saved in future health care costs.<sup>4</sup> Still, from both the public health and cost-effectiveness perspectives, it is better to prevent tobacco use initiation. Because many smokers start before age 18,<sup>2</sup> and a substantial proportion also start between the ages of 18 and 24,<sup>1</sup> prevention efforts need to begin early and need to be sustained.

The Montana Tobacco Use Prevention Program has two initiatives focused specifically on youth and young adults: the *reACT! Against Corporate Tobacco* program for youth ages 13 to 18 and the BACCHUS Collegiate Initiative on six campuses.

<sup>1</sup> Montana Adult Tobacco Survey 2006. Montana Tobacco Use Prevention Program, August 2007.

<sup>2</sup> Montana Prevention Needs Assessment Survey 2006. Montana Use Prevention Program, April 2007.

<sup>3</sup> Montana Office of Vital Statistics, 2006.

<sup>4</sup> Ranney L et al. 2006. Tobacco Use: Prevention, Cessation, and Control. Evidence Report/Technology Assessment # 140. AHRQ Publication 06-E015. Rockville, MD: Agency for Healthcare Research and Quality.

### ***reACT! Against Corporate Tobacco and the reACT! Core Team***

Contributed by Erin Kintop, Youth Empowerment Coordinator  
Montana Tobacco Use Prevention Program

*reACT! Against Corporate Tobacco* is Montana's first teen-led movement to combat tobacco industry influence by training youth as leaders. *reACT* held its second annual teen summit in June 2007 at the Carroll College campus in Helena. Over 200 youth and adults came together to understand how teens are targeted by the tobacco industry and how to actively work on youth prevention in their communities.



Members of the Montana Tobacco Use Prevention Program's Core Team  
October 2007

One of *reACT*'s main objectives is to encourage Montana youth to take a stand against the tobacco industry. Youth media, a *reACT* website in development, trainings across the state, and expansion of local *reACT* coalitions are all avenues to attain this objective.

The *reAct* Core Team (RCT) are teen leaders chosen through a competitive application process. The RCT's goals are to educate and motivate teens to take action about the deceptive tactics corporate tobacco uses to recruit young tobacco users. The RCT receives in-depth training and opportunities to participate in national events. The RCT provides valuable guidance about effective messaging and the types of trainings teens need and want in order to be leaders in tobacco prevention in their communities. This team of motivated youth takes a lead role in educating their peers on a local level.

For more information about *reACT! Against Corporate Tobacco*, please contact Erin Kintop at 406-444-7896 or [ekintop@mt.gov](mailto:ekintop@mt.gov).

### **BACCHUS Collegiate Initiative in Montana**

Contributed by Olivia R. Jolly, MPH, CHES  
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The BACCHUS Network

The BACCHUS Network is entering its thirty-second year of serving student-led peer education programs. As a nonprofit, university- and community-based network focusing on comprehensive health and safety initiatives, BACCHUS has over 900 affiliate campuses through the US, Canada and worldwide.

Since 2005, BACCHUS has collaborated with four campuses in Montana (MSU-Billings, MSU-Bozeman, Salish Kootenai College, and the University of Montana) to build comprehensive campus tobacco control programs. In 2007, MSU-Northern and Montana Tech were added to the initiative, increasing the overall outreach to more than 35,000 students. Similar to community-based programs, the collegiate initiative focuses on the CDC's goals to prevent initiation, promote cessation, eliminate exposure to secondhand smoke, and reduce tobacco-related health disparities.

In order to develop programs that address the needs of each individual campus, two evaluations are conducted: the Tobacco Use and Attitude Survey (TUAS) and the Campus Environmental Scan. Based upon these assessments, each campus creates a work plan to address unique campus tobacco control needs.

Results from the TUAS survey include:

- Students reported an increase in negative attitudes toward cigarette smoking and an increase in recognition of risks associated with cigarette smoking between 2006 and 2007.
- The majority of students who smoked were interested in quitting before graduation and there was an increase in students' willingness to help others quit smoking.
- The percentage of Montana students who reported having seen anti-smoking campaign messages on their campuses was much higher than that reported in a national survey.
- Respondents from all Montana campuses were targeted by tobacco companies more than their counterparts in a national survey.
- Students reported that their two most common reasons for smoking were when drinking and to relieve stress.

To accomplish campus work plans, each campus designates two student leaders and a faculty advisor. In addition, the campus develops a task force to carry out specific activities involved in campus tobacco control efforts. Campus Task Force accomplishments to date include:

- Training health center faculty and staff and other campus staff on tobacco issues.
- Enhancing cessation options, including marketing of the Montana toll-free Quit Line.
- Proposing 25 foot and 30 foot smoke-free perimeter policies with appropriate signage.
- Holding awareness events and distributing print materials that highlight all tobacco policies on campus for students, faculty, staff, and community.
- Proposing a smoke-free outdoor stadium.
- Conducting research on enforcement of and smokers' compliance with a 25-foot perimeter policy.

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Goals for the current year include reducing tobacco advertising and enhancing the enforcement of smoke-free environments on campuses. In addition, campuses will increase awareness of the health effects of spit tobacco use and incorporate activities focusing on spit tobacco, including the Threw with Chew initiative. Ongoing activities will also include distribution of tobacco quit kits and marketing the Montana toll-free Quit Line.



University of Montana team (Faculty Advisor Julee Stearns, BACCHUS staff Jessica Stevenson, graduate student Rachel Kovach, and undergraduate Orrin Tiberi) at the "What's Your Reason" table during the Great American Smokeout in Missoula, November 2007.

For more information about the BACCHUS Network, please visit [www.bacchusnetwork.org](http://www.bacchusnetwork.org).



According to 2006 estimates from the US Census Bureau, 68% of Montana men and 58% of Montana women between the ages of 18 and 24 are not enrolled in any form of higher education.<sup>6</sup> Therefore, a substantial proportion of young adults, the ages at highest risk for tobacco use, are not reached by programs provided by campus institutions. The prevalence of smoking is also high among adults age 25 to 34. This underscores the need for community-wide initiatives that include outreach specifically targeted to young adults.

**Please visit our website [www.tobaccofree.mt.gov](http://www.tobaccofree.mt.gov)**

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<sup>6</sup> <http://factfinder.census.gov/>